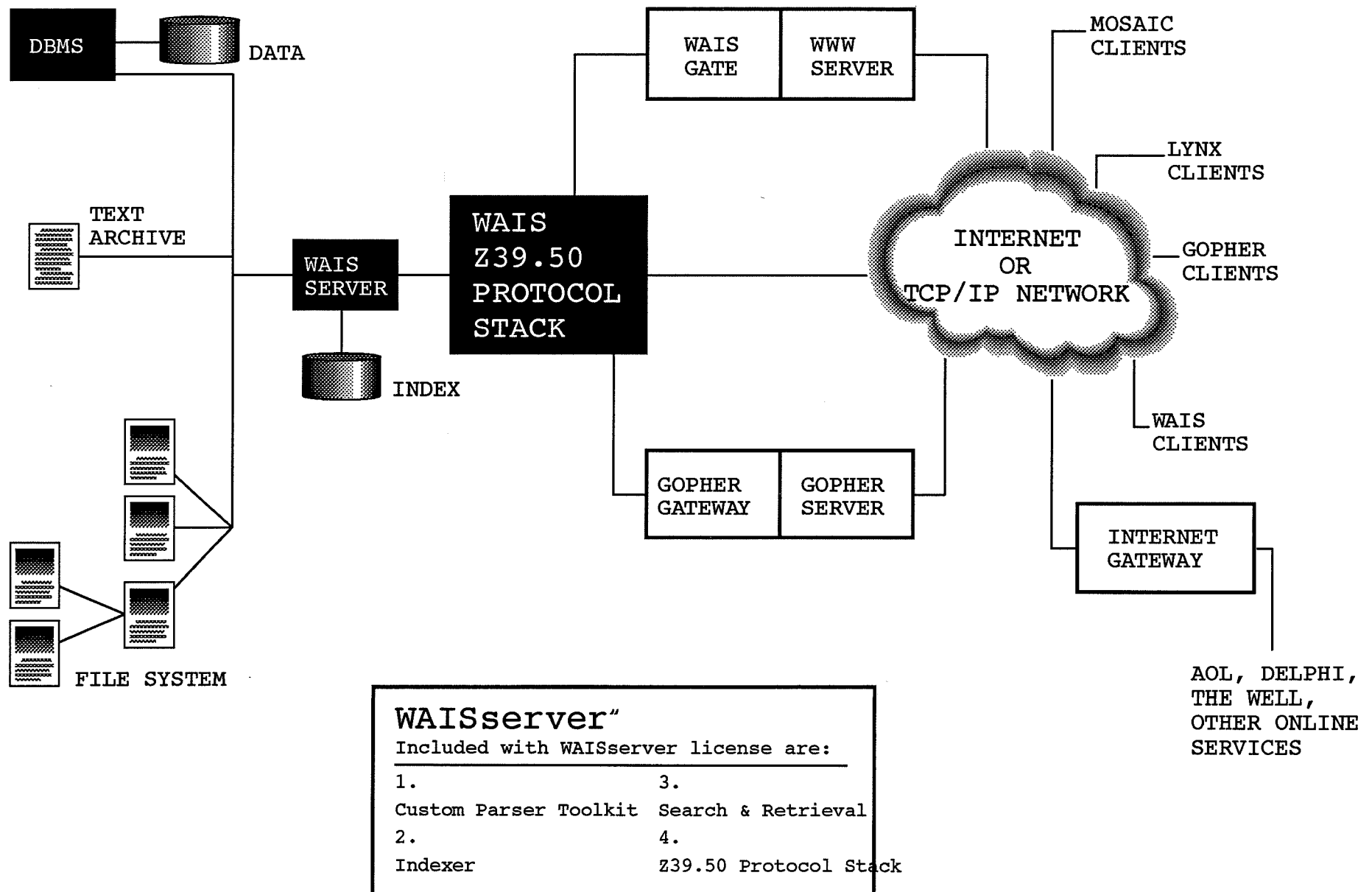
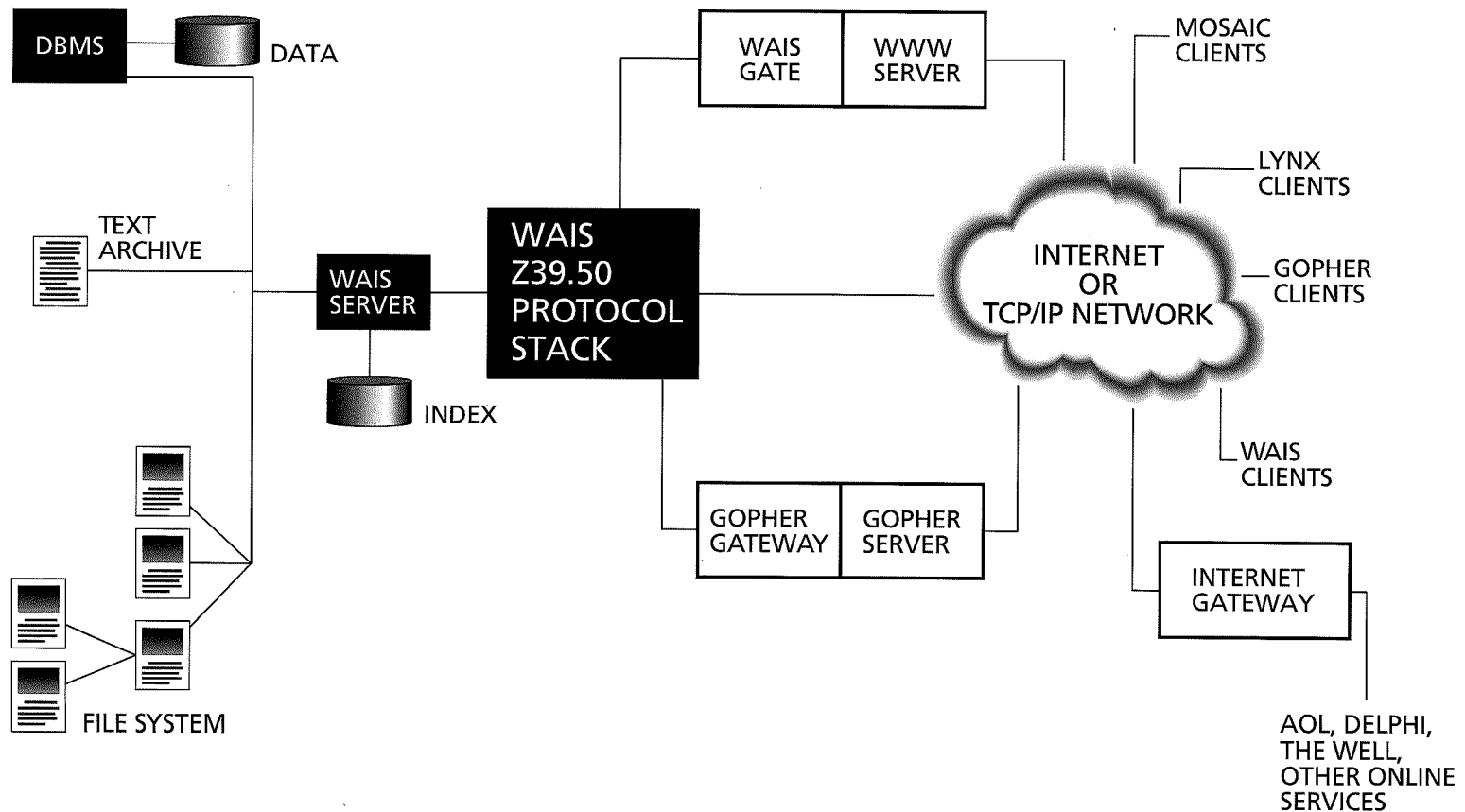


# Where The WAISserver Fits



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**FOR IMMEDIATE RELEASE**

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**WAIS Inc**

*Wide Area Information Servers*

**WAIS INC. PARTNERS WITH CMP PUBLICATIONS TO  
BUILD TECHWEB ON-LINE SERVICE ON INTERNET**

***New Service Provides Internet Access To 17 CMP Publications***

MENLO PARK, Calif. November 18, 1994 -- Wide Area Information Servers (WAIS), Inc. based in Menlo Park, Calif. today announced the launch of CMP Publications' new on-line Internet service called *TechWeb* which uses the WAIS On-Line Publishing System together with the World Wide Web to provide Internet access to all 17 CMP publications, including Windows Magazine, Open Systems Today, Computer Reseller News, and more. Working with the CMP Interactive Media Group, the WAIS Production Services Group designed and implemented TechWeb for CMP Publications.

CMP is debuting TechWeb at Comdex.

WAIS Inc. develops and markets the WAIS On-line Publishing System to organizations who wish to publish information over the Internet. WAIS Inc. also has a Production Services Group which partners with publishers to build on-line services that employ the WAIS technology.

Together with Jerry Colonna, Director of the CMP Interactive Media Group, the WAIS Production Services Group leveraged the existing organization and publishing processes and built an Internet-based on-line service that allows CMP to add the latest editorial for all publications on a daily, weekly, and monthly basis.

The TechWeb on-line service also has custom features such as on-line qualification cards, on-line reader feedback and media kit requests, and an automated reader registration, subscription, and authorization system that includes usage statistics to aid in planning and advertising sales.

The WAIS On-line Publishing System was implemented to make existing editorial content searchable with intuitive, natural language queries, extending the capabilities of point-and-click

clients such as Mosaic. "The WAISserver is the power behind the World Wide Web," said Bruce Gilliat, Vice President of Sales and Marketing at WAIS Inc. "It allows publishers to update their content continuously and make it available to users without the expense of building individual World Wide Web documents for each story, and it allows users to specify exactly what they are looking for and to view the stories in a rich, hypertext environment."

"The significance of TechWeb goes well beyond simply putting up a series of linked home pages," said Jerry Colonna, Director of CMP Interactive Media. "TechWeb used the WAIS technology to make information available in the most accessible way possible. Even more, WAIS Inc. helped us translate the traditional publishing process into the new on-line environment, building a workable production system for developing fast and effective interactive products and services. Their hard work, dedication, and talent helped turn our vision into a reality."

The URL for the TechWeb service is <http://techweb.cmp.com/techweb>.

Said WAIS Inc. President Brewster Kahle, "WAIS Inc. is pleased to have such a distinguished publishing partner as CMP Publications. We believe that the TechWeb service is one of the most forward-looking publishing developments on the Internet, and that it demonstrates the power of WAIS On-line Publishing System and the World Wide Web to make existing content accessible to millions of Internet users. The WAIS Production Services Group worked together with Jerry Colonna and his team to get TechWeb up and running in just a few months, and we're extremely proud of the end result."

CMP Publications, Inc. is a leading high-tech publishing, marketing and information services company reaching the entire spectrum of the market: the builders, the sellers and the users of technology. The company's 17 publications include HomePC, Windows Magazine, Computer Reseller News, and NetGuide, a guide to cyberspace which will be available on newsstands the 22nd of November.

WAIS Inc. is headquartered in Menlo Park, Calif. Contact WAIS Inc. at 1040 Noel Drive, Menlo Park, Calif. 94025. Call 415/617-0444, fax 415/327-6513, or e-mail WAIS Inc. at [info@wais.com](mailto:info@wais.com). The home page for WAIS Inc is located at URL: <http://www.wais.com>

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# **CORPORATE BACKGROUND**

## **WHAT IS WAIS, Inc.?**

WAIS (Wide Area Information Servers) Inc. develops and markets the WAISserver™, a tool for publishing information over wide area networks like the Internet. WAIS Inc. also creates custom online services for content providers which use WAISserver as core technology. is an on-line publishing service A pioneer in electronic publishing, WAIS Inc. is applying Internet-based technologies (e.g. WAIS, Gopher, Mosaic, etc.) to provide services for its customers such as CMP Publications, Dow Jones, Novell, and Encyclopedia Britannica.

## **WAIS BACKGROUND**

The WAIS technology was developed in 1989 by a consortium of Thinking Machines Corporation, Apple Computer, Dow Jones, and KPMG Peat Marwick. WAIS is an open system based on international standards and a client-server architecture. WAIS is distributed free over the Internet, and shares a large international user base. The WAISserver product was developed for large scale on-line publishing, and extends the features and functionality of the original WAIS.

## **COMPANY PROFILE**

WAIS Inc. was founded by Brewster Kahle, one of the inventors and developers of the WAIS technology. It is a privately held corporation based in Menlo Park, California. WAIS Inc. has 30 employees, and has been profitable each year since it was founded.

## **COMPANY MISSION**

WAIS, Inc. has three major goals: developing the Internet as a viable means for distributing information electronically; improving the nature and quality of information available over networks; and offering better methods to access that information.

## **MARKETS**

WAIS Inc.'s four primary markets are : publishing companies, corporations, government agencies and libraries.

### ***Publishers***

Publishers have sophisticated organizations for creating and packaging content, selling advertising, and tracking customers. Unfortunately, traditional media limits

the amount of information that can be published. WAIS Inc.'s WAISserver allows publishers to offer a broader range of information to greater number audiences. Recent WAISserver customers include CMP Publications' TechWeb™, which gives a single point of access to 17 different publications targeted to the consumer and business marketplaces. Other publishers include Dow Jones and Scholastic, Inc.

### *Government*

The federal government is aggressively pursuing means for effective inter-agency coordination and public dissemination. Acceptance of the WAISserver system is spreading rapidly through government agencies. WAISserver is currently used by several federal agencies, including the Environmental Protection Agency, the U.S. armed forces, NASA, and the U.S. Geological Survey.

### *Libraries*

Libraries, the traditional storehouses of knowledge, are notoriously difficult to navigate. WAIS Inc. is working with leading institutions like the Library of Congress and Rice University to provide full-text searching of their vast collections.

### *Corporations*

Today, corporations are using networks and information servers, rather than middle management, to help executives find important resources and keep in touch with changing market conditions. WAIS Inc.'s first customer was Perot Systems, who used WAISserver on an enterprise LAN to supervise campaign operations. They are now working with many major corporations, such as Novell, Sun, and Fujitsu.

## **MANAGEMENT**

### **Brewster Kahle, President**

Brewster Kahle founded Wide Area Information Servers Inc. in July 1992. He serves as president and chief technical officer and oversees all technical and consulting projects. Kahle started the Wide Area Information Servers project in 1989 by bringing together Apple Computer, Dow Jones, Thinking Machines, and KPMG Peat Marwick to create an electronic publishing system prototype. Kahle led the WAIS Internet experiment starting in 1991 to extend the technology to a large WAN environment, getting other parties involved. Brewster Kahle helped start Thinking Machines Corporation in 1983. He designed the chip and processor boards for the Connection Machine Model 1, and was the architect of the CPU of the Connection Machine Model 2 in 1986.

### **Bruce Gilliat, VP of Sales and Marketing**

Bruce Gilliat joined the WAIS Inc. team in April of 1994 as the Vice President of Sales & Marketing. Bruce brings to WAIS a strong background in internetworking, systems design and distribution. Bruce spent over five years in sales and marketing at AT&T, and most recently was the Vice President of Sales & Marketing at Fibronics International Inc., a fiber optic internetworking manufacturer.

Bruce is responsible for all sales, business development, and marketing at WAIS Inc.

### **John Duhring, VP of Business Systems**

John Duhring entered the book publishing business when books about computers were taking off. Responsible for acquiring manuscripts for Prentice-Hall, he learned about micro-computers and their potential use in publishing directly from authors, visionaries, and educators. After pioneering the development of "electronic manuscripts" and book/software packages in New York, he was asked by Apple Computer to become their "publishing evangelist," encouraging publishers to use new desktop methods for creating traditional, paper-based products. Eager to put the new tools to use and to exercise his publishing skills, John helped launch several ventures including Singular Software. At WAIS Inc. John leads the production services group.

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Bruce is responsible for all sales, business development, and marketing at WAIS Inc. Bruce may be reached by dialing 415-617-0442 or e-mail [bruce@wais.com](mailto:bruce@wais.com)

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